

**ADD THE NO. 1 LEAD GENERATING
CALL-TO-ACTION TO YOUR WEBSITE:
"GET PREQUALIFIED"**

Soft Pull Prequalification Solution

866.273.3848

www.700Credit.com

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WHAT OUR CUSTOMERS THINK

"We have greatly enjoyed using 700Credit as our soft pull service. It has never been easier to prequalify potential customers, and drive those leads directly to our CRM. The quality and quantity of leads we've received since implementing 700Credit has increased, and our processes have become more efficient and streamlined."



Tobi Newson

Marketing Manager

Harley Davidson Fort Wayne

An Introduction to



700Credit is the largest provider of credit, compliance, driver's license authentication, identity verification, fraud detection and soft pull solutions to automotive, RV, marine and powersports dealers.

Our product and service offerings include credit reports, prescreen and prequalification platforms, Adverse Action and Risk-Based Pricing Notices, Red Flag, OFAC search, MLA, synthetic fraud detection, identity verification, driver's license authentication, a learning management platform for compliance, and more.

700Credit began in 2000 providing credit reports to a small group of automotive dealerships in California and Florida. Today, our organization has grown to one of the largest credit report and compliance vendors in the automotive industry. We maintain close working relationships with all three bureaus - when compliance and/or regulations change we know about it immediately and make the required changes and updates to our solutions.

As we have grown, we have carefully selected specific products and services that both support and enhance our core, credit report business. Consistently, we strive to meet our goal to create additional value for our clients by streamlining their workflow to help maximize their opportunity for growth. Our client onboarding process is "best in class" in the industry. In as little as 48 hours, dealers will be up and running with any of our solutions.

With over 21,000 direct dealer clients, and 200+ software partners, we look forward to becoming your trusted credit and compliance vendor.

A Letter from Our Managing Director, Ken Hill...

I am pleased to invite you to browse our soft pull, prequalification solution guide, breaking down in detail, 700Credit's most popular product, **QuickQualify**.

Did you know that soft pulls can provide the same credit information on your customers as hard pulls - but at 1/3 of the cost? Armed with this information, dealers can qualify consumers at the beginning of the sales process without impacting their credit file - a benefit to both parties.

Our soft pull, prequalification solution is utilized by over 6,000 dealerships across the United States. Using this powerful platform, dealers are recognizing 3-4 times the number of qualified leads and closing a higher percentage of sales.

In this guide, we will:

1. **Define** soft pulls and explain how prequalification works.
2. **Describe** the important of prequalifying earlier in the sales process.
3. **Show** possible points of integration for prequalification in your dealership and sales process.
4. **Prove** to you its effects with real data and numbers.

We hope this material helps you realize how important prequalification can be for your dealership. If you're interested in learning more, please reach out to one of our representatives today.



Ken Hill

Ken Hill
Managing Director, 700Credit



Scan this QR code to view our latest product video highlighting our soft pull, prequalification solution, QuickQualify!

What is a Soft Pull?

The term “soft pull” refers to an action where an inquiry is made on a consumer’s credit file using name and address only. There is no social security number or date of birth required, and more importantly, it will not place a hard inquiry on the consumer’s credit file.

700Credit offers two kinds of soft pulls: a consumer-initiated, prequalification soft pull and a dealer-initiated, prescreen soft pull.

With a prequalification, the consumer drives the process and provides “consent” to have the soft inquiry pulled. These types of soft pulls can be found on dealer websites and digital retailing apps, in the form of buttons and banners strategically placed to receive the highest rate of clicks. Upon completion of the prequalification form, the dealer is provided a FICO® score, full credit file, and auto loan summary. Now dealers can provide “penny perfect” payment quotes with interest rate, so the first call can be the closing call.

With a prescreen, dealers initiate the soft pull using the consumer’s name and address (*again, no SSN or DoB required*) and receive a FICO® score and auto loan summary. These prescreening dealers now also have visibility into the consumer’s credit profile and can provide an accurate payment at the top of the sales funnel - similar to a prequalification.

Customer A

John Consumer
jconsumer@test.com

Customer B

Jane Consumer
janeconsumer@test.com

780

FICO® Score

Auto Loan Information

Current Mo. Payment

\$307

Months Remaining on Loan

10 mo.

Amount Owed on Loan

\$5,430

Interest Rate

5.6%

www.700credit.com

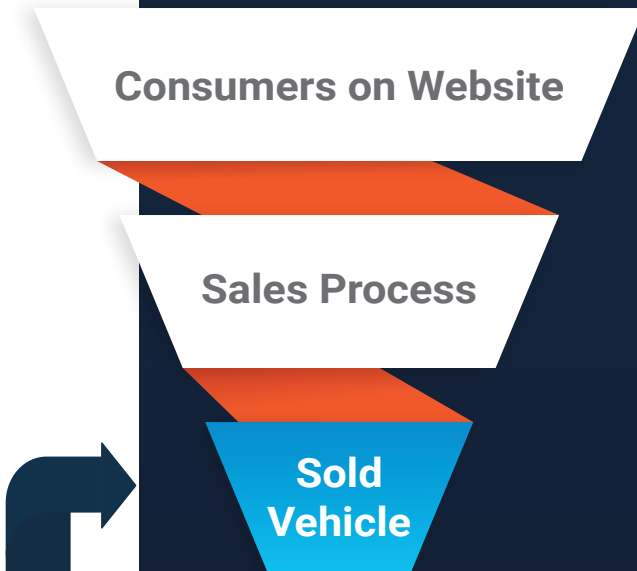
CREDIT FIRST v. CREDIT LAST



SALES FUNNEL : **SOFT PULL**

With a soft pull, consumers are able to get prequalified at the top of the sales funnel, offering your dealership a unique insight into the credit profile of your customers earlier in the sales process. Soft pulls cost less than a hard pull, do not impact the customer's credit file, and can help you close deals quicker.

This provides you the opportunity to work the right dealers sooner, allowing for the conversion of leads into sales at a much higher rate.



SALES FUNNEL : **HARD PULL**

When dealerships choose to wait until the last step in the sales process (F&I Office) to qualify a consumer for a new vehicle by running a hard pull, they are costing the dealer **MORE** money and impacting a consumer's credit file before they are even qualified.

Gain important visibility into your consumer's credit file right from the start, save your dealership time and money and sell more cars.



QuickQualify

Add the **No. 1 Lead Generating Call-to-Action** to Your Website.

QuickQualify is a powerful call-to-action (CTA) for your dealership that only requires the consumer's name and address (no SSN or DoB) and provides dealers with a FICO® score and a full credit report.

QuickQualify enables consumers to be prequalified at the top of the sales funnel, offering a unique insight into the credit profile of your customers earlier in the sales process. Get the right deal presented sooner and allow your dealership the conversion of leads into sales at a much higher rate.

A Break-Down of Our Solution:

The consumer's journey can be summarized in two simple steps:

First, users click a prequalification, call-to-action button on your inventory page or vehicle listing, where they are brought to a short form (*name & address*) to complete.

Second, once the consumer submits the form, the new lead is instantly available in your CRM/ DMS, QuickMobile App, and/or via text and email.

 **Get Prequalified NOW!** 

Personal Information

First Name* MI Last Name* Suffix

Residential Information

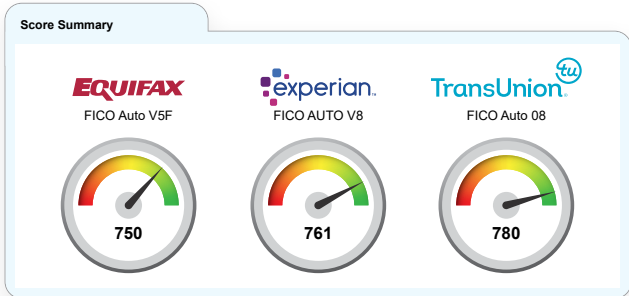
Address*

Zip* City* State*

Home Phone Cell Phone Number* E-mail Address*

*required fields





Credit Report

JANE AARDEN **DOB:** 11/01/1950 **Date:** 05/02/20
2 MAPLE CT **SSN:** 000-00-1234 **In File:** 09/08/20
WESTPORT, MA, 02790 **Reported:** 03/14/20

Subscriber: FDC
Sub Code: CS0001208G

PREVIOUS ADDRESSES:

Name	City	State	ZIP
5 SILVER RDG	WINDHAM	ME	04062
11 HIGH DAM RD	WAREHAM	MA	025171

EMPLOYMENT:

EMPLOYER X 02/15/10

700Credit Auto Summary

Total Bal	Month Pay	Total Auto	Open Auto	30	60	90
\$9048	\$282	3	1	0	0	0

Trades:

Account Name	Status	Dat Open	Curr Bal	Monthly Pay	Mos Rep	30	60	90	Payment Pattern
TD BANK N.A. 0748M001	Paid or paying as agreed	09/26/2015	\$9048	\$282	00	00	27	111111111111111111	111111111111111111
CITIZENSBKNA 07421069	Paid or paying as agreed	10/08/2009	\$0	\$301	00	00	48	111111111111111111	111111111111111111
PNC V LEASNG 07890001	Paid or paying as agreed	03/26/2006	\$0	\$0	00	00	00	111111111111111111	111111111111111111

Score Summary

Score Card	Score	Code	Score Factor Description
FICO Risk V2	700	22 13 18	serious delinquency, derogatory public record (time since delinquency is too recent or unkno number of accounts with delinquency amount owed on delinquent accounts
National Risk Model	502	34 19 35	average age of accounts delinquency on bank installment loans
Bankruptcy	925	01 08 K	too few accounts now current presence of non-satisfactory ratings on account ratio of bank revolving balances to credit limits information presence of derogatory accounts recently active or lack of bank, retail or finance presence of delinquent accounts

QuickQualify Results

Result: Applicant Found **Score:** 618
 Powered by EX: FICO AUTO V8

Consumer Information:

Name: Jane Doe **Email:** jdoe@email.com
Address: 123 Main St. **Phone:** (999)-555-1234
 Farmington Hills, MI 48334

Auto Summary:

Available Revolving Credit: \$1,459.00 Auto Inquiries last 30 days: 0

Auto Trade Line 1	Auto Trade Line 2
Interest Rate: 17.52765% Original Amount: \$17,079.00 Percent Paid: 81.12% Loan Type: Auto	Interest Rate: 4.66% Original Amount: \$16,045.00 Percent Paid: 100% Loan Type: Auto
Original Terms: 73 Months Remaining Terms: 6 Months Trade Status: Open	Original Terms: 61 Months Remaining Terms: 0 Months Trade Status: Closed
No of Late Payments: N/A Joint: NO Trade Open Date: 11/19/2015	No of Late Payments: 0 Joint: NO Trade Open Date: 07/21/2011
Monthly Payment: \$382.00	Monthly Payment: \$296.00

Certificate Status:

Printed By: N/A
 Confirmed By: N/A

PRINT NOW

We support all three of the major credit bureaus:



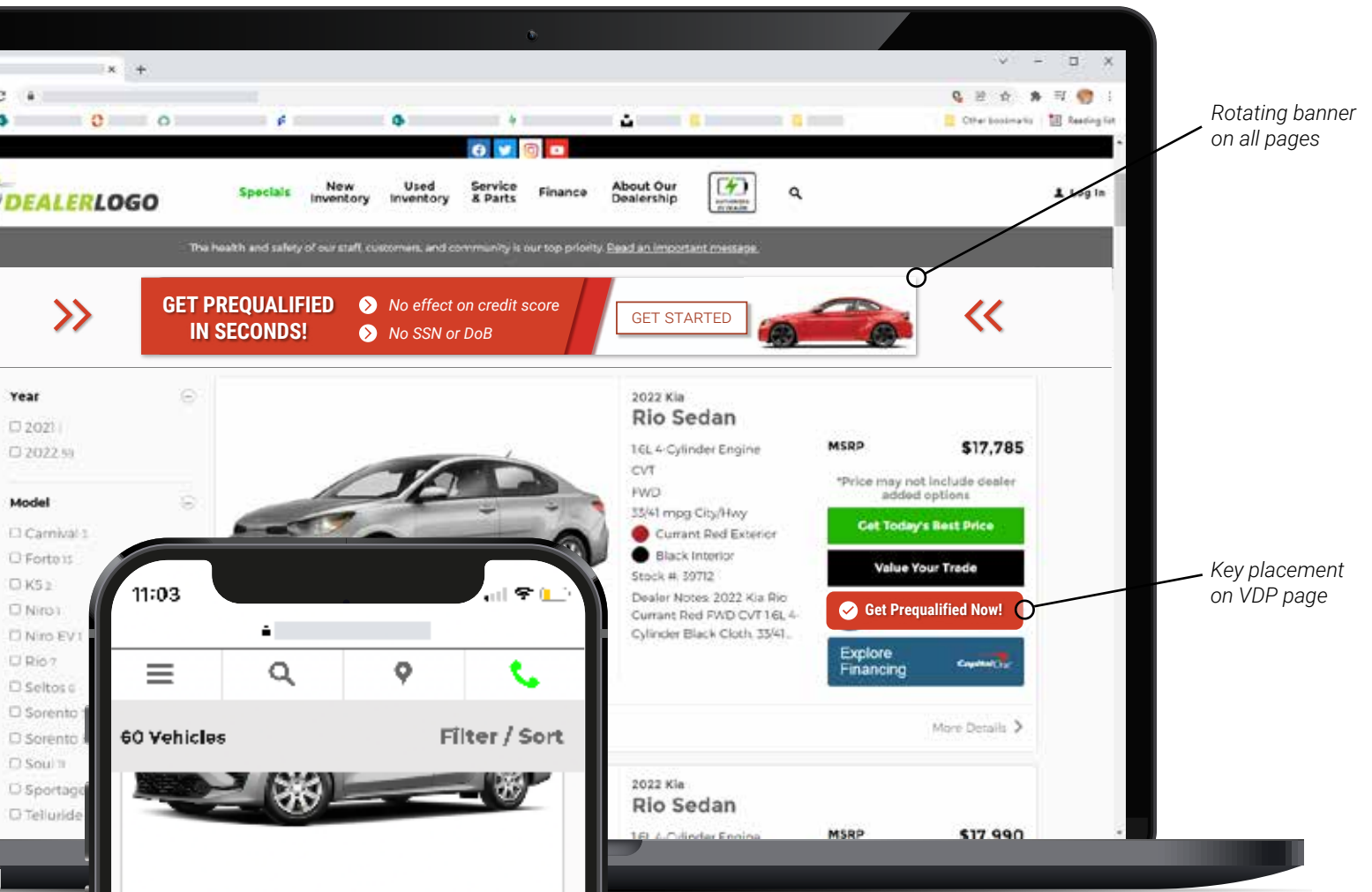
What's in a result?

In seconds, your sales team is empowered with all the valuable data they need to discuss qualified payment options based on current lender rates, all on the first call. Understand the credit history of your internet leads before they even walk into the store and prioritize leads better based on their credit profile.

- Full Credit File
- FICO® Score
- Summary of Auto Trade Lines Including:
 - Current Monthly Payments
 - Current Auto Loan Interest Rates
 - Remaining Balance/Payoff
 - Months Remaining on Auto Loans



QuickQualify results are available on the QuickMobile App.



Rotating banner on all pages

Key placement on VDP page

Soft Pull Best Practices

We have learned over the past decade from our 6,000+ soft pull prequalification customers, we've identified the **MOST EFFECTIVE** locations on your website for maximizing lead generation.

Besides your home page and vehicle search page (VSP), the most productive page in driving prequalified leads is your vehicle detail page (VDP). We recommend placing a banner at the top of the VDP and integrating buttons in the body of the description, as shown here.

CTA's built with mobile in mind

GET PREQUALIFIED NOW



Get Prequalified Now!

GET PREQUALIFIED NOW



Get Prequalified Now!

Customization for Your Website

We offer our dealers the opportunity during their implementation process to select from a wide variety of stock banners and buttons for their website. Or they can opt for customization, specifying preferred images and color schemes to match their website branding.

When speaking with your implementation specialist, a simple description of how you would like to customize and 700Credit will take care of the rest!

To view our available stock assets, visit 700Credit.com/banners.

Mobile & Desktop Analytics

Every dealer is equipped with a powerful tool – **real-time analytics** – providing valuable insights into the performances of their prequalification assets. Below is a sample snapshot of the data provided to you.

Dealer Name	CTA Clicks			Form Completions			
	Mobile	Web	Total	Mobile	Web	Total	% Complete
Dealership 1	1146 (49%)	1187 (51%)	2333	271 (58%)	200 (42%)	471	20
Dealership 2	1784 (82%)	392 (18%)	2176	442 (88%)	62 (12%)	504	23
Dealership 3	6209 (86%)	970 (14%)	7179	1653 (86%)	271 (14%)	1924	26

* Data provided represents 6 months of leads.

Integrate anywhere in your workflow.

Our soft pull, prequalification solution is easily integrated into several types of consumer-facing platforms where customers can be quickly prequalified, without leaving the dealership workflow. From digital retailing to in-store applications, your dealership is covered in all aspects of the business.

Digital Retailing

Provides complete visibility to a consumer's FICO® score, ensuring accurate payment quotes.



Dealership Website

Encourages consumers to get prequalified before walking into the store.



Email Marketing

Include a prequalification link in your email campaigns to drive engagement.



Live Chat

Allows agents to push a link during a chat conversation to engage the customer.



In-Store Applications

Tablet and kiosk apps encourage consumer prequalification right from your sales floor.



WHAT OUR CUSTOMERS THINK

“

We have been working with 700Credit since 2012 and have yet to be disappointed. When it comes to staying compliant and pulling credit it is important to stay up to date and 700Credit helps us do just that. They are interfaced with our DMS and their website is easy to use. Pulling credit on potential customers is simple and with their document mailer system, staying compliant is a breeze. We highly recommend 700Credit and have no plans of changing providers.

”



Kristen O'Kelley

Finance Manager, Clarkston Auto Sales

BEYOND PREQUALIFICATION

700Credit is more than just prequalification - we provide credit, compliance, soft pull (prescreen) and identity verification and fraud detection platforms to over 21,000 dealerships. We are partnered with 200+ of the industry's top CRM, DMS, website and DR platforms to provide you with the smoothest workflow possible.

CREDIT

RouteOne · Dealertrack · CUDL · AppOne · CRM · DMS

COMPLIANCE

Red Flag · Adverse Action · Synthetic Fraud · RBPN · MLA

SOFT PULLS

Prequalification · Prescreen · CRM · Service Lane · Digital Retailing

IDENTITY VERIFICATION

Identity Verification · Synthetic ID Fraud · Driver's License Authentication · Income & Employment Verification

For more information, visit www.700credit.com.



TRUSTED BY 21,000+ DEALERSHIPS

Stand-Alone and Integrated Software
Solutions for Your Dealership's Sales,
Finance, and Compliance Teams

Since our inception in 2000, we have partnered with over 200+ of the leading DMS, CRM, Service Lane, Desking, Website and Digital Retailing platforms each experiencing the synergy of working with an industry leader on a daily basis. We've learned over the years that these relationships are an important key to our success – and our dealership clients.

www.700credit.com

700 Credit, LLC
31440 Northwestern Highway
Suite 250
Farmington Hills, MI 48334

Office: **(866) 273-3848**

sales@700credit.com